

Message Text

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ACTION EA-12

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-----042426 270905Z /10

P R 270613Z OCT 77
FM AMEMBASSY MANILA
TO USIA WASHDC PRIORITY
INFO SECSTATE WASHDC 7101
CINCPAC

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FOR: SECSTATE EA/PHL ONLY
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CINCPAC - USIA ADVISOR

E.O. 11652: NA
SUBJ: WEEKLY HIGHLIGHTS - OCT. 21-27, 1977

I. PSYCHOLOGICAL

A. COMMENT CONTINUES ON PX GOODS POLICY -- ALL PAPERS REPORTED
PROMINENTLY THE PRESIDENT'S DECISION TO ALLOW PX GOODS ALREADY ON
THE MARKET TO BE SOLD THROUGH DEC. 31. THE TIMES JOURNAL CARRIED
THE MOST BITING COMMENTARY IN ITS EDITORIAL EARLY THIS WEEK. CA-
LLING THE TRADE "A BUSINESS PHENOMENON SPAWNED BY A COMBINATION
OF ACTORS INCLUDING THE ESTABLISHMENT OF U.S. MILITARY BASES IN
THE COUNTRY, THE PENCHANT OF MANY FILIPINOS FOR FOREIGN-MADE
ARTICLES AND THE GREED FOR PROFIT OF MILITARY PERSONNEL IN THE
U.S. ARMED FORCES AND SOME FILIPINO MERCHANTS," THE EDITORIAL
HOPED THAT THE PRACTICE WOULD BE STOPPED "ONCE AND FOR ALL." THE
EDIT ARGUED THAT IT COULD HAVE BEEN ELIMINATED LONG AGO "IF ONLY
THE MILITARY AUTHORITIES HAD BEEN MORE COOPERATIVE..." STRICTER
RULES NEED TO BE IMPOSED, WROTE THE PAPER IN FLOGGING A FAMILIAR
THEME, "OTHERWISE THEY WOULD BE ABETTING VIOLATION OF PHILIPPINE
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LAWS." THE DAILY EXPRESS WAS LIKEWISE HAPPY TO SEE THE IMPENDING
DEMISE OF THE PX TRADE, IF ONLY TO STOP "THE SHAMEFUL DISPLAY OF
COLONIAL MENTALITY, THE GULLIBLE ACCEPTANCE OF ANY FOREIGN BRAND,
AND THE DOGGED WILLINGNESS (ON THE PART OF THE "DISHEVELED BUYERS")
TO GO THROUGH ALL THAT TROUBLE JUST TO BE ABLE TO LAY THEIR HANDS
ON WHAT THEY THINK ARE PX GOODS."

B. WWII VETS IN TOWN -- NOT UNSURPRISINGLY THE MEDIA IN MANILA HAVE GIVEN HEAVY AND POSITIVE PLAY TO THE PRESENCE HERE OF SEVERAL GROUPS OF U.S., AUSTRALIAN AND JAPANESE VETERANS INVITED TO PARTICIPATE IN THE OCT. 20 LEYTE LANDING CEREMONIES AND SUBSEQUENT ACTIVITIES. EMPHASIS HAS BEEN ON COMMENTS FROM THE GROUP ABOUT ADVANCES MADE IN THE CITY OF MANILA AND EVEN PRAISES OF MARTIAL LAW ELICITED. THE GROUP'S CALL ON PRESIDENT MARCOS WAS THE OCCASION FOR HIS ANNOUNCING HIS INTENTION TO RUN FOR REELECTION AS PRESIDENT. HE AND THE PHILIPPINES MADE A VERY FAVORABLE IMPRESSION ON THE VISITING VETERANS AND THE OVERALL VISIT WAS THE PEG ON WHICH TO HANG A LOT OF FAVORABLE MEMORIES OF FILIPINOS AND AMERICANS WORKING TOGETHER.

C. WASHINGTON POST STRINGER IS "FIRED"? -- THE TIMES JOURNAL ERRONEOUSLY REPORTED THAT THE WASHINGTON POST HAD FIRED ITS MANILA STRINGER BERNARD WIDEMAN OVER AN ALLEGED MISQUOTATION IN AN INTERVIEW OF FARM LABOR LEADER CESAR CHAVEZ. EVER EAGER TO POUNCE UPON THE MISDEEDS OF THE WESTERN PRESS, COLUMNIS TEODORO VALENCIA MENTIONED THIS REPORT IN HIS COLUMN, TERMING IT A "WILDLY SLANTED" INTERVIEW. PERHAPS IN HIS HASTE TO WRITE THE STORY, MR. VALENCIA NEGLECTED TO READ THE POST ARTICLE IN QUESTION OR MR. CHAVEZ' DENIAL, SINCE VALENCIA HAS WIDEMAN QUOTING CHAVEZ AS OPPOSED TO MARTIAL LAW AND CHAVEZ HAS WIDEMAN QUOTING HIM AS FAVORING IT*

II. SIGNIFICANT ACTIVITIES
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A. VOLSPKR STEILEN DRAWS GOOD AUDIENCES -- DR. CHARLES STEILEN WAS THE FINAL GUEST SPEAKER IN THE "INNOVATIONS IN MANAGEMENT" SERIES AT THE TJCC.

DR. STEILEN CONCLUDED THE SERIES WITH "MANAGING THE MARKETING COMMUNICATIONS SYSTEM" AS HIS TOPIC. AS IN PREVIOUS SESSIONS, THE SEMINAR WAS WELL ATTENDED BY KEY BUSINESS EXECUTIVES, BOTH GOVERNMENT AND PRIVATE. CERTIFICATES WERE ISSUED TO THOSE WHO HAD REGULARLY PARTICIPATED. IN CEBU, STEILEN SPOKE TO A PRIMARILY BUSINESS AUDIENCE OF 40 EXECUTIVES ON, "A NEW PERSPECTIVE TOWARD CORPORATE SOCIAL RESPONSIBILITY". USIS CEBU SAID OF HIS PRESENTATION: "THIS WAS THE FIRST TIME THAT A VOLSPKR DIVIDED HIS AUDIENCE FOR GROUP DYNAMICS. EXCELLENT FOR LOCALIZING US CONCEPTS. TWO CASE PROBLEMS: A) PRODUCT QUALITY AND STANDARDS, AND B) ECOLOGY AND POLLUTION. FIVE GROUP LEADERS LATER PRESENTED THEIR CONCLUSIONS. ALMOST ALL RESPONDED ACTIVELY. AMONG WRITTEN COMMENTS ABOUT THE PRESENTATION: "HIGHLY STIMULATING"... "WE SHOULD HAVE THIS MORE OFTEN" ... "SHOULD EXTEND TO FIVE DAYS INSTEAD OF JUST TWO HOURS" ... "ENLIGHTENING AND ENCOURAGING".

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B. STAMP EXHIBIT CITES PAN-AM -- THE AEROPEX '77 EXHIBIT --
AN AEROPHILATELIC EXHIBIT WHICH COMMEMORATES THE 50TH ANNI-
VERSARY OF THE FIRST AMERICAN INTERNATIONAL AIRMAIL ROUTE OF
PANAMERICAN -- WAS FORMALLY OPENED AT TJCC WITH THE PAO DELIVERING
THE KEY ADDRESS AND MRS. DAWSON CUTTING THE RIBBON. THE EXHIBIT
WAS ORGANIZED BY THE INTERNATIONAL PHILATELIC SOCIETY OF THE PHILIP-
PINES AND WAS SET UP IN COOPERATION WITH VARIOUS AIRLINES'
INCLUDING AIR FRANCE, CATHAY PACIFIC, AND PANAMERICAN.

C. REEDY VISIT DRAWS ADDITIONAL COMMENT -- IN ADDITION TO
COMMENT AND COVERAGE REPORTED LAST WEEK ON THE VISIT OF AMSPEC'
GEORGE REEDY CAME A SIGNED COLUMN BY ONE OF THE LEADING ECONOMIC
COMMENTATORS IN MANILA, RODOLFO ROMERO, IN THE DAILY EXPRESS.
ROMERO REPORTED ON A CONVERSATION IN WHICH THE FORMER PRESS
SECRETARY DIVULGED THAT HE WAS NOT KEPT ABREAST OF ECONOMIC
POLICIES OF THE JOHNSON ADMINISTRATION, ESPECIALLY DECISIONS OF
THE COUNCIL OF ECONOMIC ADVISORS. THIS REVELATION TROUBLED
ROMERO BECAUSE OF THE IMPORTANCE OF THE EXECUTIVE BRANCH IN
FORMULATION OF ECONOMIC POLICY. HE CONCLUDED THAT A "GOOD CASE"
COULD BE MADE FOR ALWAYS KEEPING PRESIDENTIAL PRESS SECRETARIES
"IN THE PICTURE" WHERE ECONOMIC MATTERS WERE CONCERNED.

D. AMERICAN STUDIES SEMINAR OPENS -- POST IS AIDING A
SEMINAR-WORKSHOP ON "HUMAN RESPONSES TO THE ENVIRONMENT" SPON-
SORED BY PHILIPPINE AMERICAN EDUCATIONAL FOUNDATION IN COOPERATION
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WITH AMERICAN STUDIES ASSOCIATION OF THE PHILIPPINES. REPRESENT-
TIVES FROM MORE THAN 20 PHILIPPINE UNIVERSITIES AND FROM

TAIWAN AND MALAYSIA ARE ATTENDING. PROFESSOR JAMES ANDERSON
FROM UC BERKELEY IS THE COORDINATOR.

E. PREPARATIONS FOR AMBASSADOR'S ARRIVAL UNDERWAY -- POST
OFFICERS ARE IN THE THROES OF PREPARING BRIEFING PAPERS AND
MAKING NECESSARY PRESS ARRANGEMENTS IN ADVANCE OF THE EARLY
NOVEMBER ARRIVAL OF AMBASSADOR NEWSOM.
DAWSON

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